

Region 6 Updates from Director Jeff Davis

I hope many of you were able to participate in the virtual VenueConnect a couple weeks ago. While I missed seeing many of you in person in the traditional format, it was good sharing ideas and learning from each other as we all work to navigate to the current state of our industry.

I would like to take a few minutes to share with you some of the work your Region 6 Leadership has before us. We have had several people reach out regarding the new State/Country representative positions. In the coming weeks, the region officers will be reviewing the interest and adding these roles to help us better connect with all of you, our membership. As many of you know, we canceled our Region 6 Conference back in April due to the pandemic. Our officers are looking at the feedback from the virtual VenueConnect conference and exploring options for a potential 2021 conference. As part of our planning process, we'll be reaching out to get your feedback. Watch for additional communications on this.

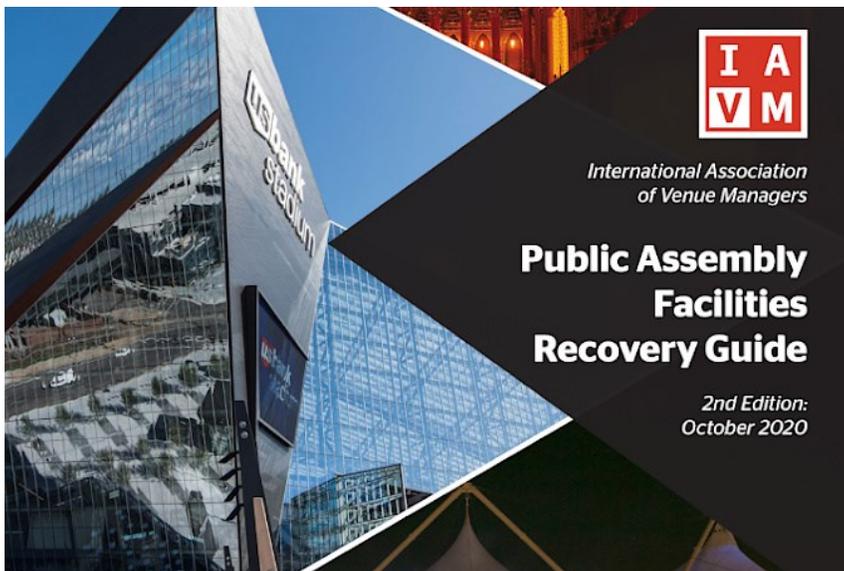
As a result of the pandemic, we've had a change in a couple of our officer positions. Meredith Imes was offered a new role at Texas Tech with their emergency management operations working on the University's COVID response. We're certainly excited for her in this new role. With her departure from our region leadership, Nick Zazal is stepping up to fill the Assistant Director role for Region 6. Nick's former role as secretary will be filled in the coming weeks.

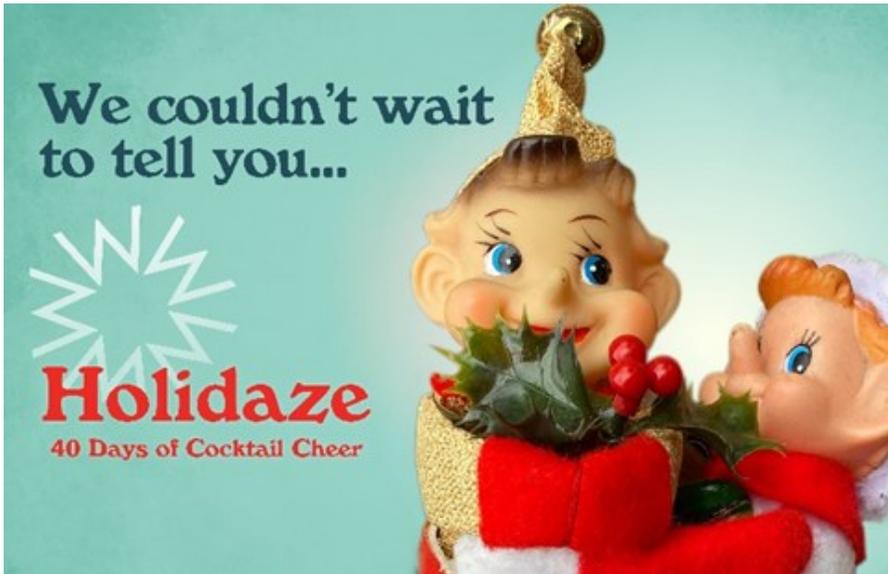
One more piece of news from the Association, IAVM has rolled out a new association management platform. This project was approved by the board of directors nearly two years ago, and the staff at HQ have been busy ever since selecting and implementing the new platform. The new platform will help us better serve you, our membership. To help in that, please take a few minutes to log into the member portal and update your profile information. The information you provide helps IAVM in our advocacy efforts and provides a clearer snapshot of our overall membership.

Be safe during the upcoming holidays — Jeff Davis, IAVM Region 6 Director

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Holidaze at Walton Arts Center Giving Back to Local Nonprofits

Holidaze at [Walton Arts Center](#), Nov. 20 through Dec. 31, is the opportunity to experience 40 days of cocktail cheer, holiday décor in both indoor and outdoor spaces and some special entertainment - all while supporting area nonprofits and hospitality workers.

Created last year by Hannah Withers and Ben Gitchel of [Maxine's Tap Room](#) and [Leverett Lounge](#) along with Richard Gathright, the successful holiday-themed pop-up bar is taking over Walton Arts Center's Joy Pratt Markham Gallery, Sudduth Garden Room and the outdoor Bradberry Amphitheater and Rose Garden.

Masks will be required for entry and when moving inside the venue in accordance with COVID-19 protocols. Social distancing will also be in place, and drinks and merchandise will be available for cashless purchases only. The bar will feature a mix of reserved seating options and designated space for walk-up guests. Reserved spaces will also come with cocktail service so patrons will not have to wait in lines at the bar. Party size is limited in accordance with state-mandated COVID-19 guidelines.

Patrons will also have the opportunity to support four local charities when they purchase the Stony Bird – a Holidaze signature drink and the easiest gift ever. For every Stony Bird purchased, Holidaze's very own Secret Santa will donate \$10 to our charities.

There will be nights with featured entertainment outside in the Bradberry Amphitheater and Rose Garden. For more details about these events and rain dates for each visit follow Walton Arts Center or Holidaze on social media. Both the young and young at heart can make a personal request to Santa and drop it in the Letters to Santa mailbox, which is supported by First Security Bank. The annual maker's market, Community Creative Center's Holiday Gift Market in Walker Atrium, features one-of-a-kind gifts by local artists, and it supports the Community Creative Center.

Proceeds and reservation fees from Holidaze this year will go to support Walton Arts Center's [Ghost Light Recovery Fund](#), and the bar will provide much-needed seasonal employment for hospitality workers who have been hit hard during the pandemic.

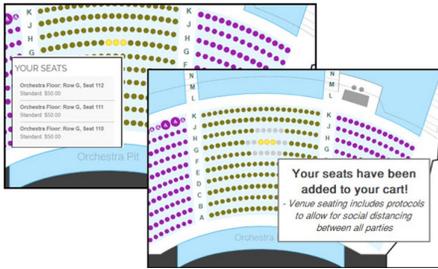
Henderson Engineers Names Director of Code Consulting

[Henderson Engineers](#), a national building systems design firm with more than 800 employees nationwide, welcomes [Chris Constant, PE](#), as director of code consulting within Henderson's fire and life safety group. Constant is a fire protection engineering veteran with more than a decade of industry experience.

"Chris brings a wealth of knowledge from his involvement on a wide variety of complex projects," said [Paul Villotti](#), Henderson's director of fire protection engineering. "He will continue to expand the services and direction of the fire and life safety team by providing the best solutions to challenging building and fire code problems."

Constant is a licensed fire protection engineer with expertise in code analysis, fire and smoke modeling, egress modeling, fire resistive analysis of structure steel elements, and developing building code variances for alternate design approaches. He earned a bachelor's degree in architectural engineering at Kansas State University, where he was a member of the Society of American Military Engineers, National Society of Collegiate Scholars, and Architectural Engineering Institute.





Live Entertainment Has Officially Returned to San Antonio

As the entertainment industry grappled with the effects of the COVID-19 pandemic, the [AT&T Center](#) in San Antonio took a new approach to bringing live entertainment back to the Alamo City. Utilizing the 40,000 sq. ft. outdoor Bud Light Courtyard on the west side of the building, the arena team redesigned the space into a small, intimate venue. With a physically distanced seated capacity of 762, fans were provided the unique opportunity to get up close and personal with their favorite artists while still complying with city and state guidelines.

For the fall debut, the AT&T Center brought together some local and national talent including San Antonio jazz group The Doc Watkins Trio, Texas country artist Ward Davis, Bert Kreisher's Hot Summer Nights Tour and Aaron Lewis & Sully Erna's intimate and unplugged American Drive-In Tour. After two sold-out performances, the feedback was overwhelmingly positive from both artist and audience members alike.

With a focus on technology and moving toward a digital-first process, the AT&T Center implemented 100 percent mobile ticketing and contactless pedestal ticket scanners that allowed fans to scan in using their mobile device. When seating in their pods, fans were able to utilize mobile ordering for concession items and beverages from Rock and Brews with delivery directly to the table.

Through the Bud Light Courtyard concert series, the AT&T Center was able to provide the opportunity for a portion of its workforce to return to work and to train and prepare for the implementation of new safety protocols in expectation of larger events at the arena in the future. The series also gave the AT&T Center the opportunity to create and enhance relationships inside the entertainment industry with national agents, promoters, and managers looking to book up-and-coming clients.

Social Distance Seating at the Eisemann Center

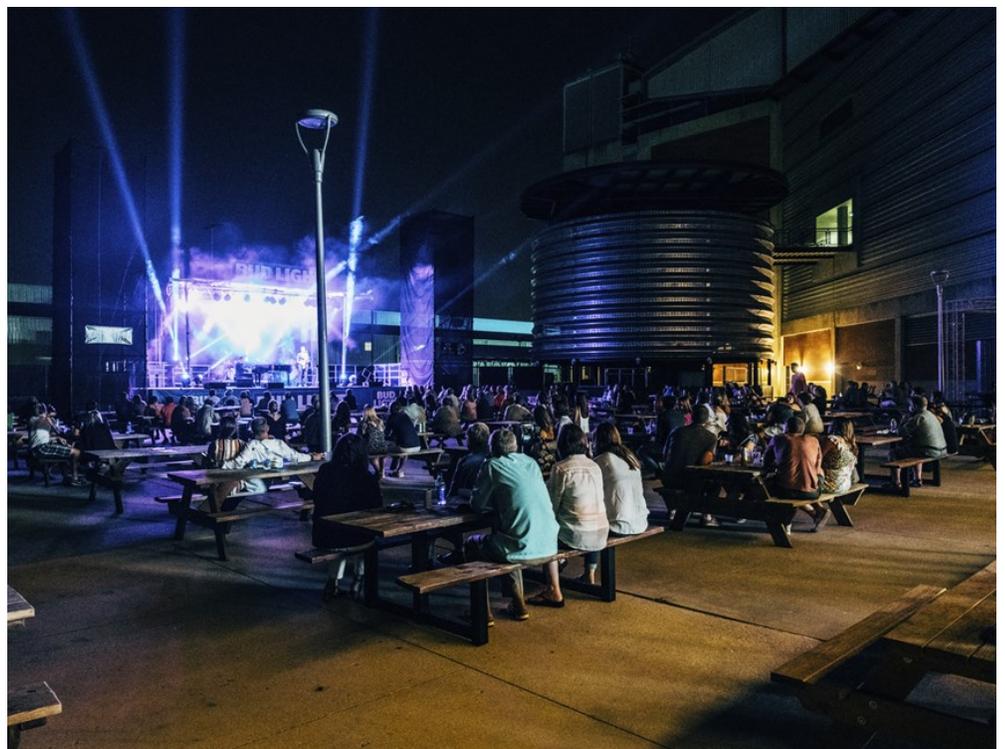
[Jixaw Technologies](#), who creates automated online socially distanced seating, along with the [Charles W. Eisemann Center for the Performing Arts](#) implemented a configurable system, fully integrated with their [Tessitura](#) CRM. Utilizing the existing Jixaw seat map platform, dynamic algorithms enable a flexible solution, providing piece of mind for audiences, and control for the client.

Need: Applying social distancing rules in venue and providing safe, comfortable entertainment spaces for patrons, while aligning with ever-changing dynamics of local COVID-19 regulations.

Issues: Predefining groups of patron seating and reduced capacity. Social distancing restrictions ever changing and differ greatly across jurisdictions.

Solution: Develop locale specific, dynamic algorithms to allow real time seating of varying size groups while maintaining venue social distancing requirements.

"In project management, rarely do things go as expected nor without hiccups. As I look back at the rollout of our automated Social Distance seating, I see that "rare" actually happened," said General Manager Philip B. Nelson.



NCAA Announces Oklahoma City as a Host Site Selection for 2026 Event

CHESAPEAKE ENERGY ARENA

The [NCAA](#) has chosen Oklahoma City as the host destination for the 2026 NCAA Division I Men's Basketball First and Second Rounds. The [OKC Convention & Visitors Bureau](#) partnered with the Big 12, OU and OSU, along with leadership from local sports venues, sports organizations and hotels to submit the winning bid proposal. This collective effort will bring in an economic impact of \$8.2 million and showcase Oklahoma City to national audiences.

"Bringing these NCAA events to Oklahoma City is a huge win for our community," said Sue Hollenbeck, Director of Sports Business at the OKC Convention and Visitors Bureau. "The economic impact and national media coverage are significant for showing off OKC, as well as providing a unique fan experience that features all there is to do in OKC."

These NCAA events are in addition to OKC continuing to host the Big 12 Softball and Baseball tournaments in May 2021 and the Women's College World Series through 2035, celebrating the 30th Anniversary in June.

[Chesapeake Energy Arena](#) has been chosen as the host venue for the men's basketball events. OKC successfully hosted the same event in 2016. "Chesapeake Energy Arena is thrilled to welcome back the NCAA men's tournament to this great basketball market. It is a welcomed addition to the continued momentum taking place in Oklahoma City," said Chris Semrau, General Manager of ASM Global OKC.

"Oklahoma City has hosted some of the most legendary men's basketball games and players in NCAA Tournament history and we are thrilled we'll get to build upon that legacy again in 2026," said Mayor David Holt. "Congratulations and thank you to Sue Hollenbeck and all of the partners who collaborated on this successful effort!"

Curtis Culwell Center Welcomes New Assistant Box Office Coordinator



The [Curtis Culwell Center](#) welcomes Christine Latch to fill the new position of Assistant Box Office Coordinator. Christine will not only be responsible for assisting the box office coordinator she will also manage social media, website and guest services.

She joins the CCC from Wichita Falls Multi-Purpose Event Center in Wichita Falls Texas where she was the Box Office Manager.

Christine will bring new innovative ideas to the CCC and [Garland Independent School District](#) to help us maintain our Top Venue status and remain one of the venue leaders in the entertainment industry.



OKC's Cox Convention Center Serves as Warming Center

Oklahoma City's [Cox Convention Center](#), in partnership with the [City of Oklahoma City](#) and [American Red Cross of Oklahoma](#), served as a Warming Center October 28-30 while after an ice storm that caused power outages across the state. The Warming Center was open to anyone who needed it. Water, snacks and power outlets were provided in a heated space for community members could relax. COVID-19 precautions were in place, as all who entered were required to wear a face mask and maintain at least 6' between themselves and others.

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December Brings Two Opportunities to Experience Live Music at Walton Arts Center

[Walton Arts Center](#) has two opportunities in December to experience live music performances by nationally known artists, with Paul Thorn on Thursday, Dec. 3, and the Emmet Cohen Trio on Saturday, Dec. 5. Thorn was originally scheduled to appear as part of this year's West Street Live Series presented by Neal Pendergraft, and The Emmet Cohen Trio was originally scheduled to appear as part of the Starrlight Jazz Series presented by Unilever.

Raised in Tupelo, MS, Paul Thorn has created an innovative and impressive career, pleasing crowds with his muscular brand of roots music – bluesy, rocking and thoroughly Southern American. After a brief stint as a professional boxer that culminated in his battle against four-time world champion Roberto Duran on national television, Thorn gained musical fame performing alongside Bonnie Raitt, Mark Knopfler, Sting and John Prine among many others. Now with 20 years of writing, touring and entertaining under his belt, Thorn is known for some of the most emotionally restless yet relatable music of our time.

Multifaceted American jazz pianist and composer Emmet Cohen is one of his generation's pivotal figures in music. Recognized as a prodigy of his craft, Cohen is an American pianist and composer whose talents are a beacon for the future of jazz. Performing live with his trio, he faithfully pays homage to the old piano masters. Together for six years, Cohen's trio includes dynamic bassist Russell Hall from Kingston, Jamaica, and ebullient drummer Kyle Poole, who come together as an embodiment of the jazz spirit, making virtuosic, breathtaking music carefree and entertaining – an under-appreciated, yet visceral proof of early-jazz greatness.

Both performances will be in Baum Walker Hall to allow for a minimum of four empty seats between parties and every other row will remain empty. These empty rows, with select seats removed, will also serve as walkways to seats located in the center of the theater while reducing contact with other patrons seated in that row.

Walton Arts Center has implemented additional health and safety precautions to protect patrons, staff, volunteers and artists from the spread of COVID-19. For a complete list of health and safety precautions that will be in place for this and future performances at Walton Arts Center visit our [website](#).

Coppell Arts Center Opens for Safe Business Amid Pandemic

October 2020 is one for the record books. After nearly two years of construction, and in the middle of a pandemic, the [Coppell Arts Center](#) opened our doors to the public on October 13. We conducted building tours, viewings of the locally sourced exhibition in the Mr. Cooper Group Lobby Gallery and served as a polling location for a generation-defining election seeing nearly 9,000 voters pass through the building within three weeks. And if that wasn't enough, we hosted our first socially distanced indoor events with concerts from Grammy Award-winning artists and a screening of the Rocky Horror Picture Show on Halloween.

Now that the Arts Center team is settled into the building and open for events, we are very excited about our new experience, Digi Land, a touch-free digital game room that encourages creativity with interactive surface games and gesture tracking technology for all ages to enjoy. This family-friendly event has been a big hit with patrons so far, all of whom are grateful to have a fun space to play that is safe during COVID-19. Digi Land will be open Tuesdays through Saturdays until December 12.

The Coppell Arts Center also started to live-stream Resident Arts Group concerts to our community this November. Our Try Something New Series is back with holiday workshops to be released on our website and social channels in the coming weeks. The Arts Center is so grateful to have opened doors to the community and provide safe programming in person and online during COVID-19 for all.



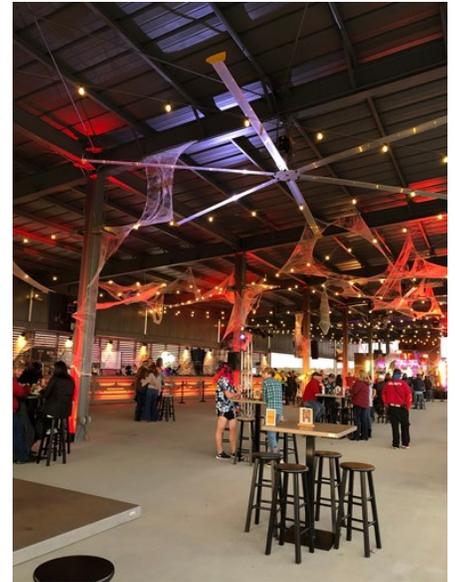
Making the Best of It

It wasn't the opening season for the expanded [Walmart AMP](#) that we planned for, but despite the pandemic the staff at the Walmart AMP was able to show off the new facility, give people a safe way to experience live entertainment and stay connected and relevant to the community.

Happy Hour at the AMP ran from September 11 through October 30 with 19 events that had an average attendance of 215 people per events. The most popular nights had more than 300 people attending. Throughout the run 4, 087 people enjoyed an evening of free live music with a full bar and food menu outdoors, socially distanced on Choctaw Plaza.

Three Saturday Cinemas – outdoor screening of blockbusters including Pirates of the Caribbean, Guardians of the Galaxy and Star Trek in September and October - resulted in 469 people in the venue.

A one-day blood drive with live entertainment in the newly expanded artist catering lounge gave donors the opportunity to see a space that is off limits to the public. The drive resulted in 23 units being donated to the Community Blood Center of the Ozarks.



[Walton Arts Center's](#) first virtual fundraiser, AMP Fest was successful too. Patrons purchased 162 tickets that included a beer scavenger hunt on Saturday and virtual event on Sunday complete with live music, tech talks and beer tasting. The event raised \$71,000 for mission-critical programming at Walton Arts Center.

The culmination of the AMP season this year was a Halloween Happy Hour and costume contest on Oct. 31. The night featured special drinks including Halloween themed jello shots and some amazing décor. The costume contest winner went home with two lawn tickets to every show on the 2021 Walmart AMP season.

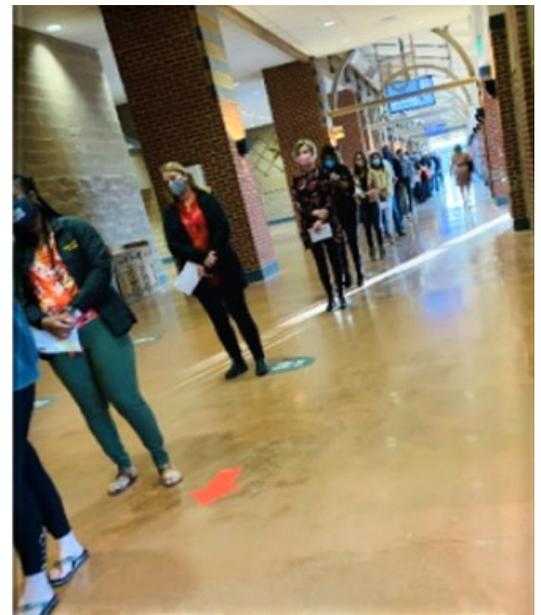
Midland County Horseshoe Serves as Venue for Jury Selection

In the era of COVID-19, due to the limited capacity of the court rooms, the court and [Midland County Horseshoe](#) staff have worked closely to help keep the court schedules moving along.

Accommodating proper social distancing and maintaining all CDC guidelines, the venue has successfully held 10 jury selections, while coming together with community partners to help keep the public safe!

All venues have been equipped with Victory Electrostatic Sprayers, hand sanitizer stations, and social distance and safety guideline signage to ensure reminders for all visitors.

For more updates about enhanced cleaning and safety protocols, visit the [Horseshoe website](#).



Allen Event Center Announces Promotions

Allen Event Center is pleased to announce three recent staff promotions from within the organization.

Angela Hunter has been promoted to Food & Beverage Manager after previously serving as Concessions Manager since April of 2018. Angela brings extensive industry knowledge and experience, having been on the opening teams for Allen Event Center, American Airlines Center and Dr Pepper Ballpark and working events such as the Stanley Cup Playoffs, NBA Finals and NCAA basketball tournament.



Angela Hunter

Brendan Daly has been promoted from Conversion Specialist to Technical Services Manager. Brendan will now have additional oversight of event conversions, Audio/Visual operations, the arena's Command Center and Housekeeping.

Sharlene Lambert has been promoted to Business Support Specialist after previously serving as an Accounts Payable Technician since 2017. Sharlene's added responsibilities include providing support to the Event Center Analyst with overall budget management and oversight.



Sharlene Lambert

Preparing Your Elevators for Infection Control

Implementing infection control technologies and strategies throughout your venue, including elevators and conveyance systems, is key to creating safe facilities as the world looks toward a post-pandemic future. Research has shown the three main modes of transmission for infection are:

- Contaminated surfaces
- Droplets from being in close quarters with someone
- Airborne particles

Since elevators and conveyance systems are a concern with respect to all three vectors, our conveyance experts have laid out what measures building owners can take to mitigate these concerns.

All the technologies discussed in our article can be applied to a building's existing conveyance systems. While many can be implemented independent of other upgrades or changes, some of these solutions may necessitate a modernization. So, if an elevator or escalator modernization was already in the plans for your facility, consider bringing infection control into the conversation. Having a trusted independent elevator consultant can be helpful in navigating larger conversations about what technologies to implement and avoiding unnecessary expenditures. To read the full article, visit our [website here](#).

The goal during these challenging times is to make buildings safe, so venues are ready as societies reopen. To discuss options for your building or schedule a facility assessment, contact [Henderson Engineers](#) today.





Live Music and Basketball Return to Allen Event Center

On the heels of a successful stint as a "Mega Vote Center" in this year's election, [Allen Event Center](#) is back to winning promoters' votes with the recent bookings of a major basketball showcase and a multi-night concert engagement.

The next generation of basketball stars will be heading to Allen Event Center on November 20 and 21 for the Battle Basketball Showcase. The event will feature six elite high school teams with their respective nationally ranked players competing head-to-head.

The marquee matchup of the event will be LeBron "Bronny" James Jr. (Blazers) versus Emoni Bates (YPSI Elite) - the first high school sophomore prospect to win the prestigious National Player of the Year Award. This will be the first basketball event that Allen Event Center has hosted in nearly four years.



In 2021, Christian hip-hop artist TobyMac brings his Hits Deep Tour to Allen Event Center for three special performances, March 5-7. The shows will also feature Tauren Wells, We Are Messengers, Unspoken, Cochren & Co. and Terrian.

Both events will have limited capacity

and will feature pod seating to enable a safe seating environment. For more information about COVID-19 safety, visit the center's [website here](#).

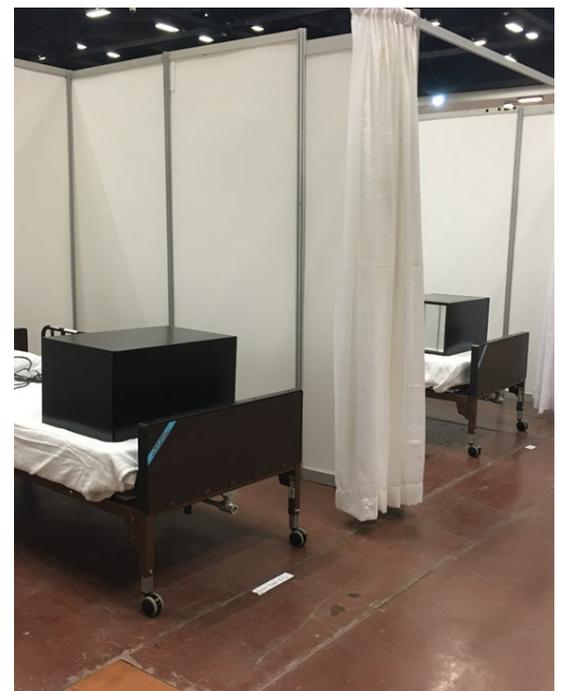
El Paso Convention Center Becomes Care Center for COVID-19 Patients

At the end of October, the [El Paso Convention Center](#) was chosen as an auxiliary site for the local area hospitals to house and treat COVID-19 patients.

As numbers of infected began to rise, the Texas Division of Emergency Management and [Destination El Paso](#) worked together to expand hospital capacity to the Convention Center, with close to 50 beds set up with room to expand to 100.

The state's support is at the call of Governor Greg Abbott after a surge of COVID-19 infections flooded El Paso hospitals. Destination El Paso stepped up, working overtime to create a clean, safe and welcoming area to open doors to hospital staff and patients.

"I'm proud of the quick response my staff has had and how they have risen to the occasion during this trying period for our city," Bryan Crowe, General Manager of Destination El Paso said. "We will continue to support our community however they need us."





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 - **Jeff Davis**, Executive Director, University of Texas at Arlington Special Event Facilities
 - **Ginene Delcioppo**, Marketing & Ticketing Supervisor, Coppell Arts Center
 - **Lauren Falco**, Event Marketing Coordinator, Destination El Paso
 - **Tyler Koonce**, Communications Manager, Henderson Engineers
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 - **Brian Nickerson**, Senior Marketing Coordinator, Allen Event Center
- **Vanessa Ramos**, Associate Director of Marketing Promotions, & Sponsorship Sales, Midland County Horseshoe
 - **April Shaw**, Box Office Coordinator, Curtis Culwell Center
 - **Jennifer Wilson**, Public Relations Director, Walton Arts Center & Walmart AMP

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